

PREFERENTIAL PARKING

What is Preferential Parking?

To encourage carpooling and vanpooling at a worksite, regular parking spaces are reserved for high occupancy vehicle (HOV) commuters to use. Spaces are typically placed in “premium parking locations” such as close to a main building or entrance, or under shelter. The intent is to make HOV parking spaces more highly-valued among employees, than single occupant vehicle (SOV) spaces.

What are the benefits of Preferential Parking?

To Employers:

- provides an inexpensive way to encourage HOV commuting;
- encourages employees to carpool and vanpool;
- demonstrates employer support for HOV commuting;
- can reduce the need for employer parking;
- helps employers attain or maintain CTR goals.

To Employees:

- saves money by sharing commuting expenses with fellow riders;
- rewards employees for switching to an HOV commuting method;
- guarantees a reserved parking space.

How does Preferential Parking help meet CTR goals?

Employees are rewarded for using HOV commuting modes, with lower cost or free HOV parking and premium parking locations. Preferential reserved parking spaces can result in fewer single occupancy vehicles (SOV) travelling daily to the worksite, making it easier for CTR-affected employers to attain and maintain CTR goals. It also demonstrates to employees that the company is supportive of HOV commuting alternatives.

(more)

What are favorable conditions for Preferential Parking?

Preferential Parking is most successful when:

- employers control worksite parking;
- a worksite's employee parking is at, or near, capacity;
- reserved HOV spaces are placed in "premium" locations, i.e. close to an entrance, covered, or secured;
- employers charge for SOV parking spaces.

How much does Preferential Parking cost?

Costs are usually minimal. A variety of signs are available for labelling reserved HOV parking spaces, and carpool permit tags can be obtained for employees to hang in vehicles. Metro can provide information on how to obtain parking signs and permit "hangtags" for employees' use.

Contact your Employer Transportation Representative at Metro for more details.

Answers to commonly asked questions:

Q. How can companies monitor carpools and vanpools, in order to track those who should be using preferential parking spaces?

A. Carpools and vanpools can register their license numbers with the worksite's Employer Transportation Coordinator, or other appropriate worksite representative. In some cases, this responsibility is assigned to a facilities manager. Another option is to have HOV commuters display permit tags ("hangtags") in vehicles when parking in a preferential parking space. Monitoring is then done by checking license plate numbers or permit tags.

Q. How can ETCs prevent parking space violations?

A. Employers should clearly communicate the policy to employees, including the reason for having preferential parking at the worksite. Monitor the reserved parking spaces regularly, and if necessary, post warning signs and establish a company policy to address preferential parking violations.

Q. Is there a simple way to order more parking signs or hangtags for HOV commuters?

A. Yes. If a Metro order form is not attached or accompanying this page, please contact your Employer Transportation Representative to get one. Just fill out the form to order more supplies, and fax or mail it to Metro.